



Hewlett Packard
Enterprise

Program guide
CONFIDENTIAL | AUTHORIZED HPE PARTNER USE ONLY

HPE GREENLAKE FOR PARTNERS



CONTENTS

- Document purpose..... 3
- Scope..... 3
 - In scope..... 3
 - Out of scope..... 3
- 1.1 HPE GreenLake for partners offering overview..... 3
 - Definitions..... 3
- 1.2 Model overview and responsibilities..... 3
 - Model overview..... 4
- 1.3 Reseller’s responsibilities..... 4
- 1.4 Distributor’s responsibilities..... 4
- 1.5 HPE responsibilities..... 5
- 1.6 Benefits and compensation..... 5
- 1.7 Program requirements, eligibility, and rules of engagement..... 6
 - Program requirements..... 6
 - Roles and responsibilities..... 7
- 2.1 HPE GreenLake for partners sales engagement process..... 7
- 2.2 Deal qualification..... 8
- 2.3 Excel Business Case Tool..... 8
- 2.4 Deal registration..... 8
- 2.5 Contracting Documents and HPE GreenLake Pass Through Terms..... 8
- 2.6 Order acceptance..... 8
- 2.7 Delivery and change management..... 8
- 2.8 Customer Non-payment..... 9
- 2.9 Additional references..... 9
 - HPE Partner Ready Competency: HPE GreenLake..... 9
 - Sales training and resources..... 9
 - Deal Registration support..... 9



DOCUMENT PURPOSE

The purpose of this program guide (Guide) for the HPE GreenLake for Partners program (Program) is to document the eligibility and related requirements and responsibilities for eligible Distributors and Resellers to participate under this Program. The terms and conditions stated in this document are in addition to and incorporated by reference into the Distributor's and/or Reseller's current local country-specific HPE Partner Agreement (Agreement). Hewlett Packard Enterprise reserves the right to make changes to this Guide pursuant to the terms of the Agreement. HPE may terminate this Program at any time upon 30 days written notice to Reseller and/or Distributor.

SCOPE

In scope

- HPE GreenLake services

Out of scope

- Agent fee channel model
- Direct sell to model

1.1 HPE GREENLAKE FOR PARTNERS OFFERING OVERVIEW

HPE GreenLake for Partners is designed to provide ease of startup, flexible pricing models, scalability, and flexible usage for eligible infrastructure (compute, storage, networking, etc.), software, and HPE GreenLake Management Services. The service is designed for Customers looking for a pay-per-use model (subject to minimums).

Definitions

Distributor purchases HPE GreenLake from HPE and sells to a Reseller.

Reseller purchases HPE GreenLake from a Distributor (or directly from HPE in some countries)¹ and enters into their own contract with a Customer.

Customer is the party who purchases HPE GreenLake from the Reseller.

SoW Order Form details the services to be purchased from HPE and resold to a Customer.

Pass Through Terms are the HPE GreenLake Indirect Pass Through Terms.²

1.2 MODEL OVERVIEW AND RESPONSIBILITIES

This Program is effective June 30, 2018 until terminated by HPE. The Distributor is authorized to purchase HPE GreenLake services from HPE for resale to Resellers. In countries, where HPE does not utilize Distributors or if a Reseller is authorized to purchase directly from HPE, then the Reseller is authorized to purchase HPE GreenLake services from HPE for resale to Customers. Regardless of the channel model, Reseller must identify and qualify the HPE GreenLake services opportunities and other responsibilities, as more fully described herein when reselling HPE GreenLake services. Each HPE GreenLake service sold under this Program is intended for a single Customer and must have a unique Customer identified.

Not all service features of HPE GreenLake services may be available for resale under this program. HPE, at its sole discretion, will determine the available service features eligible under this program.

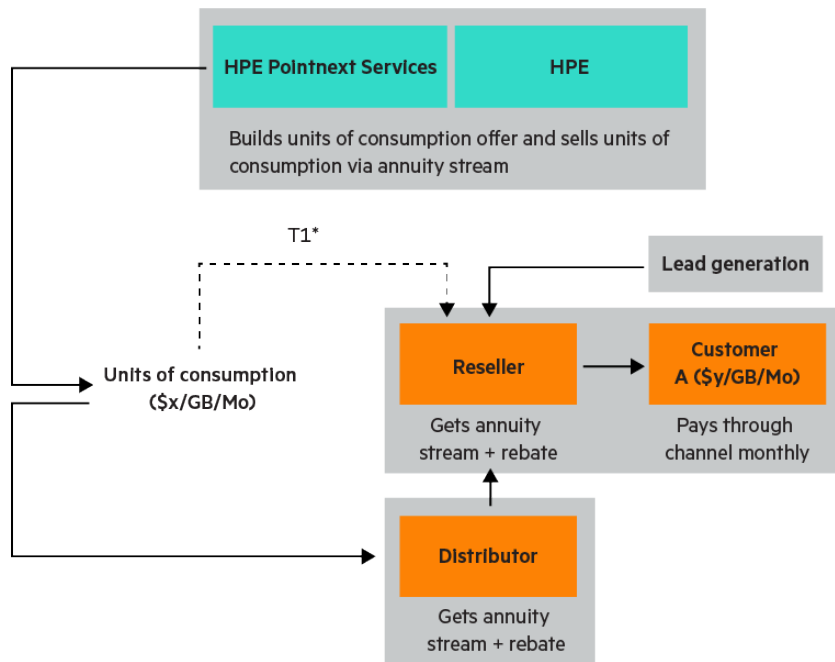
¹ In EMEA it is subject to Direct Buying reseller eligible conditions.

² **HPE GreenLake Indirect Pass Through Terms** are available on the HPE proposal portal. Contact your Partner Business Manager for more details.



Model overview

The requirements for HPE GreenLake for Partners are described in the following sections:



* Note: In a 1-tier model, units of consumption will go directly to the reseller

FIGURE 1. Model structure

1.3 RESELLER’S RESPONSIBILITIES

- Reseller must register all leads that they identify for HPE GreenLake services through the established registration and approval processes described in Sections 2.1 and 2.4 of this Guide.
- Reseller will help HPE qualify opportunities as set forth in Sections 2.1 and 2.2 of this Guide.
- Reseller is responsible for entering into its own agreements for the sale and provision of HPE GreenLake services to its Customers consistent with the terms set forth in this Guide and will pass through the **Exhibit A** terms from the Pass Through Terms. Reseller will not obligate HPE to provide any services that are not set forth in this Guide or the Pass Through Terms.
- The resale of HPE GreenLake services requires a multiyear term for a minimum of three years. Change orders to add HPE GreenLake services for an existing Customer will also require a minimum multiyear term of three years.

In countries, where HPE does not utilize Distributors or if a Reseller is authorized to purchase directly from HPE, then the Reseller will comply with the Distributor’s responsibilities below, except that Reseller shall not be authorized to resell to another Reseller.

1.4 DISTRIBUTOR’S RESPONSIBILITIES

- In order to purchase HPE GreenLake services from HPE, Distributor will email the completed SoW Order Form to HPE.
- The Distributor is responsible for entering into its own agreements for the sale and provision of HPE GreenLake services to the Reseller. Distributor will enter into an agreement with Reseller consistent with the SoW Order Form and will require the Reseller to pass through **Exhibit A** terms from the Pass Through Terms to the Customer.
- Distributor will not obligate HPE to provide any services that are not set forth in this Guide or the Pass Through Terms.
- For any changes to the HPE GreenLake services, Distributor will email a completed SoW Order Form pursuant to the change management process set forth in Section 2.7. Distributor will enter into any change orders with Reseller consistent with the SoW Order Form for such changes.
- The resale of HPE GreenLake services requires a multiyear term for a minimum of three years. Change orders to add services for an existing Customer will also require a minimum multiyear term of three years. The Distributor will be required to enter into the same multiyear term with Reseller and will require the Reseller to enter into the same multiyear term with its Customer, including for any change orders, which are also subject to their own multiyear term as set forth in the SoW Order Form for such changes.



1.5 HPE RESPONSIBILITIES

- Review, qualify, and approve Reseller registered opportunities.
- Create the SoW Order Form that outlines the services being sold to the Distributor (or Reseller, if applicable).
- Receive the completed SoW Order Form from Distributor (or Reseller, if applicable), including acceptable purchase order (if required) for Distributor’s (or Reseller, if applicable) purchase of the services.
- Provide HPE delivery contact names who will work with the Reseller on initial installation and ongoing capacity management.
- Compensate Distributor and/or Reseller for the reselling of HPE GreenLake services.
- Provision hardware pursuant to the SoW Order Form and ship directly to the Customer.

1.6 BENEFITS AND COMPENSATION

- Reseller can offer a larger, more complete portfolio of services to sell to Customers
- Sales tools, literature, and processes for HPE GreenLake sales
- Training events and self-paced materials

The following summarizes the compensation benefits model for HPE GreenLake Resellers and Distributors.

TABLE 1. HPE GreenLake financial benefits for Resellers

| Benefit | Description |
|---|---|
| New HPE Partner Ready for Services Reseller rebate | <p>Resellers eligible for HPE GreenLake rebates are HPE Partner Ready for Services (PRS) Resellers at the Silver level or higher.</p> <p>Rebates are computed on the basis of the price of the units taken from the SoW Order Form multiplied by the committed capacity and the term.</p> <p>Rebates will be applicable for initial HPE GreenLake deals, change orders and usage above committed capacity. Price of the units for the reseller buying through distributor is arrived at by adding an HPE-designated uplift to HPE’s selling price.</p> <p>The following product lines or business units are currently excluded from the normal rebate calculation. Please contact your PBM or distributor partner for details on the following business segments.</p> <ul style="list-style-type: none"> • Aruba • A&PS (except UW which is included) • Third-party SW/services • Multivendor hardware • Existing assets bought back by HPE as part of the HPE GreenLake deal <p>Example:</p> <p>Rebate computation example:</p> <ul style="list-style-type: none"> • Order Parameters in HPE SoW <ul style="list-style-type: none"> – Requested capacity: 1 TB – Minimum commitment: 80% – Committed capacity: 1 TB x 80% = 800 GB – Term of the contract in months: 48 months – Monthly list price applicable per SoW: \$7/GB • Applicable rebate rate: X%* • HPE-designated uplift to compute price for reseller buying through distributor: Y%. Let’s assume Y = 5. <p>Initial Order Booking Value = list price x committed capacity x term = 7 x (100 + 5)% x 800 x 48 = \$282,240 Rebate = X% x initial booking value of \$282,240.</p> <p>Actual uplift would not be disclosed but applied consistently across all the deals under HPE GreenLake for Partners. These assumptions are for calculating the rebate only and will not impact the Distributor’s and Reseller’s ability to negotiate pricing between them.</p> |
| HPE GreenLake margin | Resellers may realize margin uplift on resale of HPE GreenLake services to Reseller’s Customers. |

* Note: Rebate % is communicated within each geography.



TABLE 2. HPE GreenLake financial benefits for Distributors (Resellers are not eligible for these rebates.)

| Benefit | Description |
|-------------------------------------|---|
| <p>New financial benefit</p> | <p>Distributors will be eligible for HPE GreenLake compensation. Rebates are computed on the basis of the price of the units taken from the SoW Order Form multiplied by the committed capacity and the term.</p> <p>Rebates will be applicable for initial HPE GreenLake deals, change orders and usage above committed capacity.</p> <p>The following product lines or business units are currently excluded from the normal rebate calculation. Please contact your PBM or distributor partner for details on the following business segments:</p> <ul style="list-style-type: none"> • Aruba • A&PS (except UW which is included) • Third-party SW/services • Multivendor hardware • Existing assets bought back by HPE as part of HPE GreenLake deal <p>Example:</p> <ul style="list-style-type: none"> • Rebate computation example: <ul style="list-style-type: none"> – Order Parameters in HPE SoW – Requested capacity: 1 TB – Minimum commitment: 80% – Committed capacity: 1 TB x 80% = 800 GB – Term of the contract in months: 48 months – Monthly list price applicable per SoW: \$7/GB • Applicable rebate rate: X%* <p>Initial Order Booking Value = list price x committed capacity x term = 7 x 800 x 48 = \$268,800 Rebate = X% x initial booking value of \$268,800.</p> |
| <p>HPE GreenLake margin</p> | <p>Distributors may realize margin uplift on resale of HPE GreenLake Services to Resellers.</p> |

* Note: Rebate % is communicated within each geography.

1.7 PROGRAM REQUIREMENTS, ELIGIBILITY, AND RULES OF ENGAGEMENT

Program requirements

- Resellers and Distributors must be authorized by HPE to sell HPE GreenLake services by meeting the requirements outlined in this Section.
 - Resellers must be a Services Contract Specialist (SCS) reseller³ or have a signed agreement authorizing Reseller to purchase service contracts directly from HPE.
 - If Reseller is not an SCS partner or does not have a signed agreement as set forth above, then the Reseller must purchase HPE GreenLake services from an authorized HPE GreenLake services Distributor.
- Distributor must be an authorized Services Contract Specialist distributor (SCS-D) or a Partner Ready for Services (PRS) distributor.
- For initial and ongoing eligibility for this program, Resellers and Distributors must be in full compliance with the terms of their Agreement.
- HPE reserves the right to audit Distributor’s and Reseller’s compliance under this program.

³ This is Geography-specific. Not applicable for EMEA requirements.



Roles and responsibilities

TABLE 3. HPE GreenLake responsibilities by role

| Responsibility | Distributor | Reseller | HPE Pointnext Services | End customer |
|---|-------------|----------|------------------------|--------------|
| Reseller sales enablement/training—Silver and Business Partners | A, R | I | | |
| Reseller sales enablement/training—Gold, Platinum Partners | | | A, R | |
| Sales engagement with the Customer (initial and ongoing/change order) | | A, R | C | C |
| Work with Customer to understand environment and HPE GreenLake needs and provide requirements to HPE | | A, R | C | |
| HPE GreenLake pricing and invoicing to Reseller | A, R | I | | |
| Solution pricing and invoicing (includes HPE GreenLake) to Customer | | A, R | | I |
| HPE GreenLake sales engagement/SoW/T&Cs to Reseller | A, R | C | | |
| Solution SoW/T&Cs to Customer | | A, R | I* | C |
| HPE GreenLake delivery at the Customer location—Installation, HPE Pointnext Services support (Reseller can if authorized) | | C | A, R | I |
| HPE Pointnext Services support planning and account mgmt. of the HPE GreenLake environment presented to Reseller | | I | A, R | |
| Own Customer relationship through delivery | | A, R | | I |
| Capacity management (including growth)—Access usage reports, communicate to Reseller | | C | A, R | |
| Capacity management—Access usage reports, communicate to Customer | | A, R | C | I |

* Reseller is fully responsible for its pricing and payment terms with end customer. HPE does not intend to have access and does not want access to or knowledge of any pricing related terms in Reseller's agreement with its end customer.

Legend **R—Responsible** **A—Accountable** **C—Consulted** **I—Informed**

2.1 HPE GREENLAKE FOR PARTNERS SALES ENGAGEMENT PROCESS

The purpose of the following is to provide an overview of how HPE will work with the Reseller in managing the sales opportunity process for the Program.

As increases in committed capacity for eligible products occur, they are subject to the change management process. Change orders will be managed with the same engagement rules and steps as the initial order.

The following are the high-level process steps for initial and change orders within the Program:

- Once an opportunity is identified by either HPE or the Reseller, Reseller must formally register the opportunity through standard HPE channel deal registration as described in Section 2.4. If/when the HPE Customer account manager assigned to the Customer identified on the opportunity approves the deal registration, the Reseller is formally considered Partner of Record for that deal for six (6) months as called out by HPE channel deal registration terms and conditions. The Reseller may re-register the same opportunity if it expires, subject to HPE approval.
- Once the opportunity is registered, HPE and the Reseller are responsible for qualifying the opportunity to confirm whether the opportunity is appropriate for an HPE GreenLake services solution.
- Upon an approved positive deal qualification, the HPE deal owner will engage HPE internal resources.
- HPE internal resource engagement and scoping commences following opportunity registration and approval.
- Once approved, the opportunity is scoped and validated involving collaboration across HPE, Distributor, Reseller, and Customer.
- The Reseller collaborates with HPE to determine HPE GreenLake services configuration.
- Distributor or Reseller builds Bill of Materials (BOM) in OCA system.
- HPE initiates standard operating procedure compliance checks. The Reseller will not be able to proceed without HPE approval on compliance.



2.2 DEAL QUALIFICATION

HPE appreciates that our Resellers invest heavily in their people and their training. This is even more important as you make the shift to the changing marketplace and the future of IT services, the pay-as-you-go consumption model.

Each Customer situation is unique, so proper deal qualification is required to help ensure the end customer requirements are understood and properly scoped. As such, HPE is providing access to training collateral that will assist you in performing your initial deal qualification.

See the “[Additional references](#)” section of this Guide for more information.

2.3 EXCEL BUSINESS CASE TOOL

Partner acknowledges and agrees that the Excel Business Case Tool (“Tool”) provided by HPE to Partner is owned by HPE and considered HPE Confidential. In addition to Partner’s obligations set forth in the Program Guide, Partner may only use the Tool for the purposes described herein and may not modify, reverse engineer, disassemble, decrypt, decompile, or make derivative works of the Tool.

Partner may only provide the output of the Tool to its customers for the purposes of pursuing an eligible HPE GreenLake opportunity with that customer. Partner understands that any output of the tool represents savings estimates only and is based upon indicative pricing and other related assumptions based upon the information inputted by the Partner. There are no guarantees savings implied and any output should be marked accordingly.

2.4 DEAL REGISTRATION

Eligible products need to be registered via the deal registration process on the Partner Ready Portal. The Reseller will contact channel sales from HPE Pointnext Services to initiate the HPE GreenLake services deal with HPE and, once approved, register the HPE GreenLake services opportunity. To do this, Reseller must go to HPE’s Deal Registration Portal and select Resale Programs. Enter “HPE GreenLake” as the program name and provide the name of the Customer that the Reseller is pursuing to resell the HPE GreenLake services, in the Customer Information section. See the Partner Ready Program Guide for details regarding the deal registration tool. The Guide is available at the HPE Partner Ready Portal at partner.hpe.com/.

2.5 CONTRACTING DOCUMENTS AND HPE GREENLAKE PASS THROUGH TERMS

Distributor is authorized to pass through **Exhibit A** terms from the Pass Through Terms to the Reseller and will require the Reseller to pass through the **Exhibit A** terms in the SoW to the Customer. The **Exhibit A** terms do not apply to Distributor or Reseller, and instead, create a binding delivery obligation between HPE and the Customer. HPE’s obligations with respect to the Services procured by Customer from an authorized HPE Reseller is limited to the terms and conditions in **Exhibit A**, and any different or additional terms shall be the responsibility of the Reseller that added to or modified these terms.

2.6 ORDER ACCEPTANCE

The action of emailing the completed SoW Order Form from the Distributor to HPE is considered a valid binding order for the Services and Distributor warrants and represents that it has the authority to place such order and will promptly provide an acceptable purchase order referencing this SoW Order Form in order for HPE to begin to provide the Services. However, in the event that Distributor does not issue purchase orders as a matter of business practice, Distributor warrants and represents that: i) its emailing of the completed SoW Order Form authorizes HPE to begin to provide the Services hereunder; ii) that Distributor shall pay for the Services without the necessity of a purchase order, and iii) Distributor will not contest payment for the provision of Services hereunder due the fact that no purchase order was issued.

2.7 DELIVERY AND CHANGE MANAGEMENT

Reseller will secure the hardware order number from the HPE Customer Account manager. HPE GreenLake delivery contacts will work with the Reseller to schedule the installation of the HPE GreenLake infrastructure on the Customer site and to secure the needed forms and signatures, such as the Certificate of Acceptance (COA) when the equipment arrives on-site.

HPE GreenLake delivery contacts will work with the Reseller and, as appropriate, with the Customer to manage ongoing capacity needs. Usage reports showing actual Customer capacity usage will be available to the Reseller who will have access to the HPE GreenLake Billing Manager portal. The Customer will have access to their Consumption Analytics via the HPE GreenLake Central platform.



2.8 CUSTOMER NON-PAYMENT

HPE has included some coverage in the event of a Customer non-payment. This coverage is in the form of a novation right that is triggered if the customer fails to pay the Tier Two Partner for three consecutive invoices. The Tier Two Partner may elect to delay the novation further, but carries the risk for all non-payments that occur prior to the novation. There are specific requirements in the agreement that are required prior to enabling the novation; however, once the novation occurs, the Tier Two Partner will be relieved of all future obligations under their contract. HPE will also allow the Tier One Partner to terminate their contract with HPE without any additional liability, and thereby help protect the Tier One Partner as well.

Please contact your distributor for the HPE GreenLake Indirect Pass Through Terms document.

2.9 ADDITIONAL REFERENCES

HPE Partner Ready Competency: HPE GreenLake

Differentiate yourself from the crowd as solution experts by getting recognized for having the skills to sell and architect HPE solutions. These competencies go beyond a product focus to emphasize solutions, positioning you as a problem solver. We enable you to develop relevant skills and become profitable in the newest and most pertinent areas of the market by building your capabilities around strategic solutions that directly impact your pipeline and revenue.

- Co-selling opportunities, provided by HPE, between partners and the HPE sales team for partners who have earned Partner Ready Competencies. These partners will receive priority on solution opportunities where there is no incumbent partner. Presales and local sales teams will be equipped with a list of competency partners to engage.
- Promotion on partner locator—Customers can search in the global partner locator for partners with competencies by using “Competency” as a filter selection.
- Differentiation—Partners will have a dedicated competency insignia to promote themselves externally.
- Complete curriculum and certification around key industry solutions on HPE platforms.
- Sales and technical tools and resources, including customer and technical presentations and other architecture.
- Gold and Silver partners who earn a competency earn a 10% decrease in revenue threshold (maximum three).

To learn more, [NA](#) | [LAR](#) | [EMEA](#) | [APJ](#)

Sales training and resources

For training courses, sale rep videos, customer-facing collateral and more visit the [HPE GreenLake briefcase](#) and [HPE Sales Pro Learning Center for Partners](#).

Deal Registration support

For reference information on Deal Registration support, visit the HPE Partner Ready Portal at [partner.hpe.com/](#).

LEARN MORE AT

hpe.com/greenlake

© Copyright 2018–2021 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

This document contains confidential and/or legally privileged information. It is intended for Hewlett Packard Enterprise and Channel Partner Internal Use only. If you are not an intended recipient as identified on the front cover of this document, you are strictly prohibited from reviewing, redistributing, disseminating, or in any other way using or relying on the contents of this document.

a00049315ENW, September 2021, Rev. 4

S-Rev. Sept. 2022